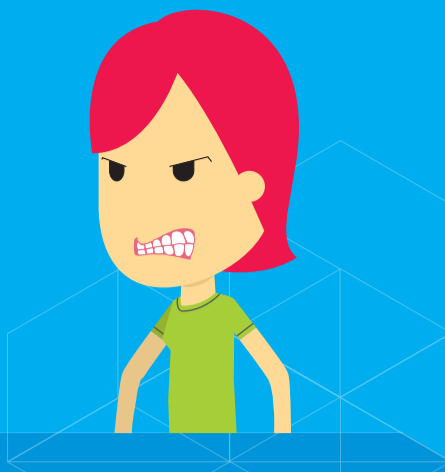


## WHY GOOD SUPPORT SERVICE?

*Influence of support service on customers*

- 44%** of consumers switch to a competitor following a poor customer service experience
- 45%** will abandon an online purchase if they can't quickly find answers to their questions
- 72%** blame their bad customer service experience on having to explain their problem to multiple people
- 55%** say easy access to information and support can make them fall in love with a brand



## SO WHAT'S PREVENTING GOOD SUPPORT?

**CUSTOMER CHALLENGES**

- Interoperability issues
- Lack of self-help
- Security and privacy issues

**CLIENT CHALLENGES**

- Consistently delivering new products
- Shorter product cycles
- Ideal support strategy

**SUPPORT EXPERT CHALLENGES**

- Lack of skill
- Integrated tools & systems
- Catering to millennials

## CHANGING THE GAME

*CSS Corp's simplified support solution*

- Support expertise**
  - Automation & intelligent data | Dashboards | Knowledge Centred Support
- Simplified client experience**
  - Omni-channel support | Platform-agnostic IoT support | Automation and analytics | New revenue channels
- Superior customer experience**
  - Multiple touch points | Customer journey mapping | Personalized and proactive care | Secured devices/interactions



## OUR SIMPLIFIED SUPPORT ENABLERS

- Active suite of products
- Omni-channel support and experience
- Analytics and automation
- Customised support solutions



## OUR SUPPORT SUCCESS STORY

- 1 billion transactions and counting
- 100+ leading clients
- 800+ technology devices supported
- Aggregate CSAT > 90%
- Support in 20 languages



## ENDURING RELATIONSHIPS

**Core focus -**  
Automated support company focused on experience management and delivery excellence

**Channel strategy -**  
Retail, Carrier and ISP

**Service evolution -**  
Expanded IoT, connected homes solution and security as a service

**Active suite & service delivery -**  
Active 2.0 (advanced automation and analytics)

**New engines for growth -**  
Platforms OEM's and device manufacturers, accelerated Premium Tech Support (PTS)

